

COURSE SYLLABUS

ASSESSMENT OF INVESTMENT ATTRACTIVENESS OF BUSINESS



Degree of higher education – master

Field of knowledge 07 Management and administration

Subject Program Area 073 – Management

Educational and scientific program *International Management*

Year of study: I, Semester: III

Discipline of free choice

Number of credits ECTS – 5

Language of Instruction – English

Course Supervisor:

**PhD, associate professor Zavytii Olha Petrivna
Петрівна**

zavitii@ukr.net +380974366040

COURSE DESCRIPTION

The course *Assessment of investment attractiveness of business* is aimed at forming students' theoretical knowledge and acquiring practical skills in developing an enterprise's investment strategy. The theoretical foundations, the essence and regularities of the functioning of the investment process, the main elements of the investment market and the mechanism of its functioning are revealed. Features of the development of the investment process in Ukraine, various forms and types of investments, stages and components of investment planning, management of the implementation of investment projects, the foundations of organizational and legal regulation of the interaction of investment activity subjects are highlighted. The purpose of the course is to form a system of knowledge of the theory and practice of decision-making in the field of justifying an investment strategy, choosing directions and forms of investment, and studying the most essential characteristics of the process of assessing the investment attractiveness of a business in the national economic system; assimilation of theoretical and practical knowledge from future specialists regarding the essence and mechanism of investment evaluation; formation of the theoretical and methodological base necessary for fluency in the practice of using investment tools. The course contributes to the addition of integral, general and such professional competences as: the ability to form students' theoretical knowledge and practical skills in the field of effective investment of funds in various investment objects, the formation of the theoretical and methodological base necessary for fluent mastery of the practice of using investment tools, to develop the ability evaluate and analyze the investment policy implemented in the country, evaluate investment portfolios and investment projects.

COURSE STRUCTURE

№	Topic	Learning outcomes	Assignments
1.	Theoretical foundations of investing. Subjects and objects of investment activity.	To determine the characteristic features and reveal the peculiarities of the application of the economic essence of investments. Establish types and forms of investments, objects and subjects of investment activity. Analyze the behavior of functional participants in the investment process.	Tests, in-class presentations
2.	Investment climate.	Formulate the basic principles and scope of investment climate. To be able to identify the factors of formation of a favorable investment climate.	Tests, in-class presentations
3.	Management of formation of investment resources	Know the criteria for determining the financial and economic condition of the enterprise and the principles of the formation of investment resources of the enterprise, analyze the sources of investment and the capital structure.	Cases
4.	Financial investments	To have the features and forms of making financial investments; financial investment instruments. To have the method of determining the exchange rate value and yield of securities; determining the cost of capital from the issue of shares.	Tests, in-class presentations, cases
5.	Attraction of foreign capital	To form a system of information support regarding the implementation of foreign investment. To study free economic zones and their place in foreign investment. To position international financial credit institutions and their functions on the investment market.	Tests, cases
6.	Investment projects..	To develop a business plan of an investment project. To have the methodology of material and technical support of an investment project. Analyze investment projects in terms of risks and inflation.	In-class presentations, cases
7.	Organizational and legal regulation of the interaction of investment activity subjects	Know the main forms of contracts regulating the investment process. Coordinate the process of contractual relations between investment participants. Know the peculiarities of tender policy, tender documentation and the principles of its publication.	Research presentation, final test

RECOMMENDED LITERATURE

1. Behn D., Kristian O., Langford F.M. The Legitimacy of Investment Arbitration: Empirical Perspectives. Cambridge University Press, 2022. 400 p.
2. de Morais Sarmiento E., Herman R.P. (ed.) Global Handbook of Impact Investing: Solving Global Problems Via Smarter Capital Markets Towards a More Sustainable Society. Wiley, 2021. 1328 p.
3. Doing Business 2020. The World Bank 2020. URL: <https://www.doingbusiness.org/en/doingbusiness>.
4. Global Investment Competitiveness Report 2019/2020: Rebuilding Investor Confidence in Times of Uncertainty. Open Knowledge Repository. World Bank Group, 2020. URL: <https://openknowledge.worldbank.org/handle/10986/33808>.

5. Krajewski, M., Hoffmann, R.T. (ed.) Research Handbook on Foreign Direct Investment. Edward Elgar Publishing Limited, 2019. 744 p.
6. Задоя А.О. Міжнародна інвестиційна діяльність: Навч. посібник. Дніпро:Університет імені Альфреда Нобеля, 2018. 122 с.
7. Менеджмент інвестиційної діяльності: підручник/ Бутко М.П., Бутко І.М., Дітковська М.Ю. та ін. К.: Центр учбової літератури, 2018. 480 с.

ASSESSMENT POLICY

Deadline and retake policy: Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

Academic Integrity Policy: write-offs during control work are prohibited (including using mobile devices).

Visiting policy: Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

ASSESSMENT

The final grade (on a 100-point scale) for the course is determined as an average one, depending on the specific percentage of each credit component: (%)

Module 1	Module 2	Module 3
30%	40%	30%
1.1.Oral discussion (test) during the class (topics 1-3) = 30 points. 2. Paperwork = 70 points.	1. Oral discussion (test) during the class (topics 4-7) = 30 points. 2. Paperwork (control) = 70 points.	1. Active participation in training = 40 points 2. Writing a CPIT, based on formed individual tasks = 30 points. 3. Defense of CPIT =300 points.

Assessment Scale

University scale	National scale	ECTS Scale
90-100	Excellent	A (відмінно)
85-89	Good	B (дуже добре)
75-84	Good	C (добре)
65-74	Satisfactory	D (Satisfactory)
60-64	Satisfactory	E Satisfactory)
35-59	Unsatisfactory	FX (unsatisfactory to be retaken)
1-34	Unsatisfactory	F (unsatisfactory to redo the course)